

A Page Devoted to the Automobile Industry

MITCHELL PEOPLE SELL WAGON PLANT

H. L. McClaren, president of the Mitchell-Lewis Motor Company, announces that the company has sold its big wagon plant, also located at Racine, Wis., and will permanently retire from the wagon business, devoting its entire attention to the future to the manufacture and sale of Mitchell automobiles.

The consideration involved in the sale is private, but by the transaction the motor company added to its operating capital \$2,500,000. Of this amount \$2,200,000 is permanent capital and \$300,000 is an issue of gold notes due August 1, 1915.

By this arrangement the Mitchell-Lewis Motor Company will pay off its entire gold note issue, due August 1, 1914, and takes its place in the ranks of automobile manufacturers in the matter of permanent financial stability.

"Had this sale occurred at the end of our fiscal year, July 31, 1913," said H. L. McClaren, "with a liquidation of our wagon receivables which are retained by the motor company under the terms of the sale, and without the new gold note issue of \$2,500,000, the motor company would have had a gross worth of \$4,000,000, with a total debt, not due, to current creditors of about \$400,000, making a net worth of \$3,600,000."

The gross worth would have been divided between fixed and liquid assets as follows: Land, buildings, equipment and other fixed investments, \$1,700,000; cash, receivables and inventory, \$2,300,000. Total, \$4,000,000.

"Had the gold note issue of \$2,500,000 been taken the total debt would have been increased to \$650,000, but the motor company would have had, in that event, \$750,000 cash in the bank, with which to begin the season's operations."

"Without reservations," said a man close to the Mitchell-Lewis organization, "the stability of this motor-making company is something that the entire State of Wisconsin should be proud of. The Mitchell car, developed in the Badger State, marketed from a city which for seventy-five years has been a center for vehicle manufacture and sold in the markets of the world, always has been popular. The Racine plant is so firmly rooted in financial power that there is no doubt it will have one of the greatest production years of its existence."

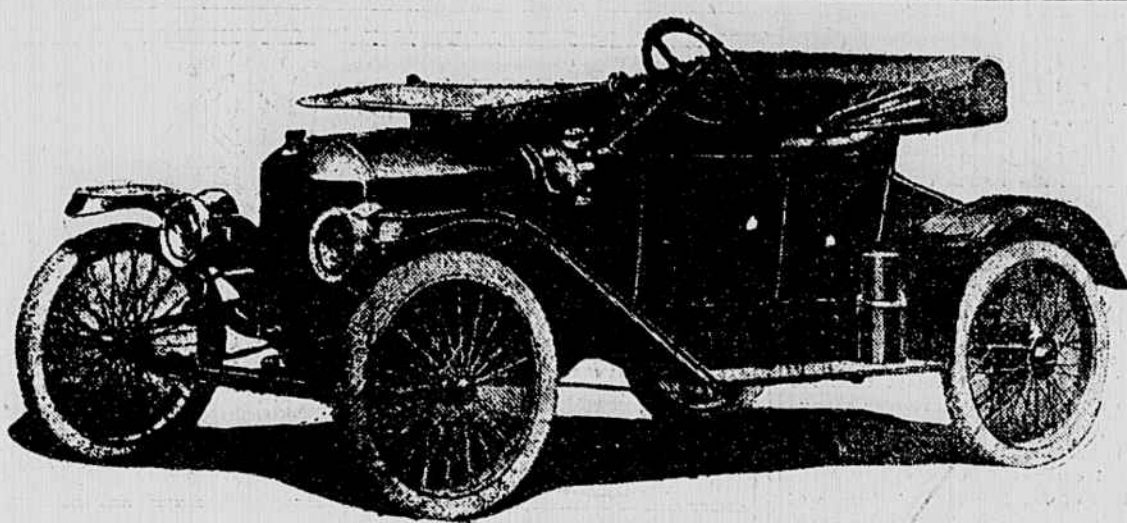
Motorcycle Notes

Youngstown, Ohio, motorcyclists are contemplating erecting a modern club house at the outskirts of the city, this spring.

Crav, Sloop, of Mooresville, N. C., has just been appointed State P. A. M. commissioner by President Patterson.

Harold Yaeger, of Vesper, Kas., who lives twelve miles from school, makes the trip back and forth each day on a motorcycle.

Manchester, N. H., has formed a new motorcycle club with twenty-one char-



R. B. Allport, local distributor, receives demonstrator, and notifies a number of enthusiasts, who have been waiting for demonstrations.

ter members.

Members of the newly organized Tucson (Ariz.), Motorcycle Club recently made a week-end run to Phoenix and return. The total distance covered was about 200 miles.

The Baltimore Motorcycle Club is considering staging a 250-mile road race similar to the recent Savannah event.

A new motorcycle club has just been organized at Trenton, N. J.

The Flint (Mich.) Motorcycle Club, which was formed a month ago with fourteen charter members, now has a membership of fifty-two.

Mr. and Mrs. James Motley, of New York, are planning a cross-country motorcycle trip this summer.

Streator, Ill., has a new motorcycle club.

Frank Bayliss, of Blue Mound Road, Wauwatosa, Wis., is contemplating a motorcycle trip to San Francisco.

The third annual spring run of the Inevitable Motorcycle Club of Brooklyn will be held May 3.

Two girl motorcyclists of West Philadelphia, Pa., Misses E. P. Winslow and J. H. Lynch, contemplate riding their motorcycles to the Panama-Pacific Exposition next year.

T. W. Casner, Harry Jackson and Billy Hoge, of Asbury Park, N. J., have just completed a 1,186-mile motorcycle trip to Niagara Falls and Canada.

GARFORD COMPANY MAKES PREDICTION

That the motor truck will, in the near future, entirely eliminate the horse from the contracting business, is the statement made by President John N. Willys, of the Garford Company, of Elvira, Ohio, following the receipt of a letter from the head of one of the largest contracting firms in the East.

The letter, written by L. C. Brink, general superintendent of the Pittsburgh Contracting Company, states that in the firm's work on the Catskill Aqueduct Tunnel, in New York City, horses have been entirely done away with. The letter is in part as follows:

"We have made great headway by the use of motor trucks. In fact, we have found no work which could have been profitably done with horses and wagons. We have saved from 25 to 35 per cent on the cost of disposal, by the use of trucks. There has also been a great saving in the delivery of materials, since we began concrete work on the tunnel."

"Among the main factors making for the efficiency of the motor truck is the fact that it has a considerably greater carrying capacity and higher speed than the horse-drawn equipment. Trucks also require less time for loading and unloading a given amount of material than wagons. Trucks can be and are operated continuously, and the maintenance cost stops when service stops. In our tunnel work in some of the most populated sections of the city, we found it impossible to make big piles of rock and other material included in the term 'muck' in the streets and therefore our transportation facilities must be on the job constantly. We are hauling much a distance of more than half a mile to the dump, where we have a contract from the city to fill in a portion of the Hudson River water front between 116th and 123rd Streets."

"All of our trucks used on this work are equipped with heavy platform bodies which receive a dump bucket with a capacity of four cubic yards. By the use of these buckets the truck is never idle, a full load being ready for it on its return from the dump every trip. The records kept on some of our trucks show that they have traveled as high as 1,500 miles in one month, with a total daily travel as high as ninety-six miles or twenty-four round trips from the tunnel to the dump. It is obvious, even to the uninitiated, that horses could never accomplish this work and keep it up steadily, as the trucks have done and are doing."

Busy Winter for Coupe.

During the present winter, Henry T. Myers, of the Boston Studebaker branch, has traveled more than 25,000 miles in a Studebaker "35" coupe, which has carried him as far North in his territory as Bangor and as far West as Pittsfield.

REGAL IN RACE WITH FATHER STORK

A strenuous race was run last week between Dr. W. E. Mowery, of Selma, Kansas, and "Father Stork" during one of the worst blizzards of the year, and in which the doctor won out against great odds.

The doctor received an urgent call to Abilene, a neighboring town, and set out in his Regal touring car during the height of a raging storm.

When within ten miles of Abilene, the blizzard proved too much for the telephone poles along the route, and a number fell across the road—some breaking in two and in many instances, completely blocking the way and forcing the car to take to the ditch in order to pass.

A tangle of wires was everywhere, through which the doctor was forced to drive at the risk of being held prisoner, and many a time he stopped to cut his way through, but always managed to extricate his car, and after many trying detours, reached his destination safely and in time.

Upon starting out on the return journey, Dr. Mowery removed yards of wire interwoven in the wheels of his Regal, and even from the fenders and hood.

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CHANDLER \$1785

Light Weight Six—Built by Men Who Know

Enters Its Second Year With Colors Flying

THE severest tests that any car ever faced, and a full season's service in the hands of hundreds of owners all over America, did not develop a single mechanical weakness in the Chandler Light Weight Six. The one and only change in the 1914 model is found in its beautiful new stream-line body,—unbroken, unmarred graceful lines from the bow of the tonneau to the tip of the hood.

Sensation of the Season's Auto Shows

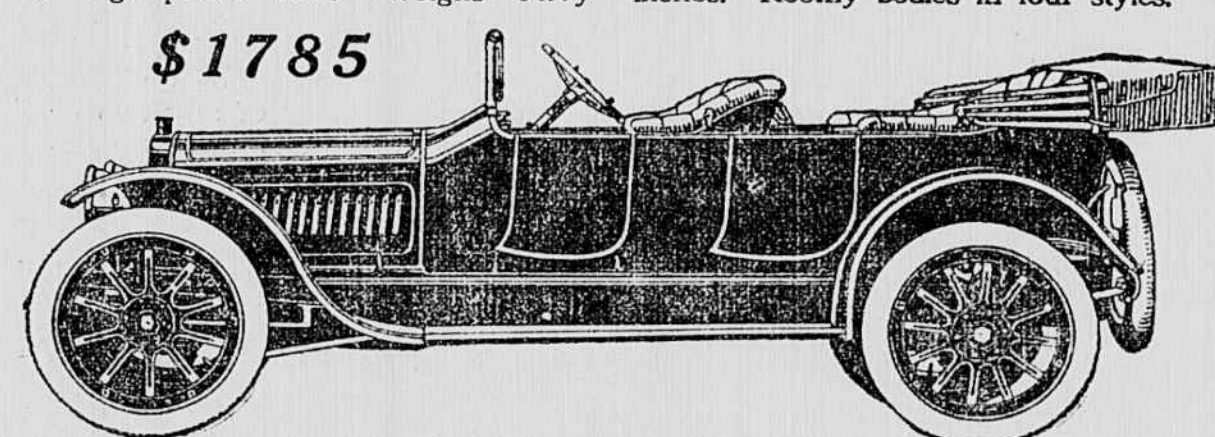
All eyes are on the Chandler. It has been the sensation at every big Automobile Show this winter. And for good reasons.

Here is a Six that gives 16 miles, or more, to the gallon of gasoline—runs 700 miles per gallon of oil—averages 7000 miles per set of tires—does 3 to 55 miles per hour without shift of gears—climbs every famous demonstrating hill between the Pacific and the Atlantic on high—possesses every high-grade feature found on high-priced sixes—weighs only

2885 pounds, *on the scale*—rides the bumps like a boat—and sells for \$1785.

You can't buy more in *any* six, except needless weight and needless up-keep expense.

Come see the Chandler. Exclusive Chandler long-stroke motor. All parts quickly accessible. Perfect, constant lubrication. Silent imported chain drive for cam shaft, pump and generator. Westinghouse separate unit electric starting and lighting system. Complete equipment, including Bosch High Tension Magneto. Wheel base 120 inches. Roomy bodies in four styles.



B. A. BLENNER, 521 E. Main St., Madison 888

CHANDLER MOTOR CAR CO., Manufacturers, Cleveland, Ohio

SAFETY FIRST

in Goodrich Tires is as Fundamental as Their Quality

Safety must go deeper than the tread. Safety First has to be much more than an emergency proposition.

Safety must be made into the tire. Goodrich Tires are built on a foundation of Safety and their entire construction is based on Safety First Principles.

Nothing but the finest fabric and the best rubber could help to make such tires as Goodrich Tires.

The distinctive Goodrich Unit Molding method calls for the highest type of expert tire-making knowledge.

Goodrich Unit Molding makes the whole tire one piece. The thick, tough Goodrich rubber tread, the fabric, the layers of rubber, the side walls, beads and all are converted into one structure.

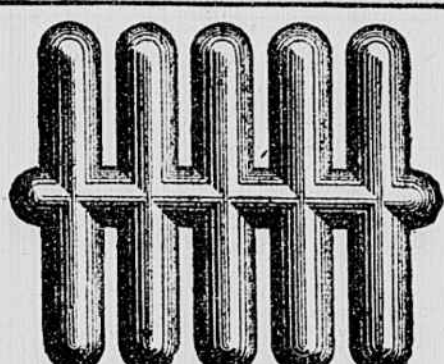
The tough, live rubber goes through and through the tire—there are no layer separations. That is one reason why Goodrich treads do not strip or peel.

And now the Goodrich Safety Tread gives the motorist security against skidding or sliding.

More than that, it gives him control and confidence. It makes the brakes effective and it backs up his steering gear under all conditions of road and weather, in ordinary driving and in emergencies.

Goodrich Safety Tread Tires

Best in the Long Run



The Goodrich Safety Tread Five Bars and a Crosstie The "Safety First" Symbol

Just the unit-group of bars and crosstie to grip the road and distribute jolts and strains evenly, so that the Safety Tread runs like a smooth tread and gives longer wear and service.

No odd projections to dig and jam into the structure of the tire and help to disintegrate it.

Don't experiment. Don't take chances. Equip at least the rear wheels with Goodrich Safety Tread Tires.

Here are the prices on the best tires ever produced in the Goodrich factory:

Size	Smooth Tread Prices	Safety Tread Prices	Grey Inner Tube Prices	Size	Smooth Tread Prices	Safety Tread Prices	Grey Inner Tube Prices
30 x 3	\$11.70	\$12.65	\$2.80	34 x 4 1/2	\$33.00	\$35.00	\$6.15
30 x 3 1/2	15.75	17.00	3.50	35 x 4 1/2	34.00	36.05	6.30
32 x 3 1/2	16.75	18.10	3.70	36 x 4 1/2	35.00	37.10	6.45
33 x 4	23.55	25.25	4.75	37 x 5	41.95	44.45	7.70
34 x 4	24.35	26.05	4.90	38 x 5 1/2	54.00	57.30	8.35

Richmond Branch, 707 West Broad

The B. F. Goodrich Company

Factories: Akron, Ohio

Branches in All Principal Cities

There is nothing in Goodrich Advertising that isn't in Goodrich Goods

DEWAR TROPHY AGAIN WON BY CADILLAC CAR



Europe's highest motor tribunal pronounced 1914 Cadillac mechanical achievements to be the greatest of the year, demonstrating the advancement of the industry.

FIRESTONE TIRE'S ADVANTAGE SHOWN

"Doing it and better" is the title of a folder issued by the Firestone Tire and Rubber Company, showing truck owners the advantages of Firestone tire and rim equipment.

The folder, mailed to every truck owner in the country, is printed in two colors. Simplicity of Firestone removable equipment is pointed out, comprehensive cuts showing the few parts. A photograph shows a quick change of the equipment of a big tank truck.

Scenes from the Firestone rim plant and a big cross section of a Firestone dual tire with brief explanations of each part occupy the inside pages of the folder.

How big a part, rim and tire improvement have played in perfecting the service rendered by motor trucks is indicated. It is pointed out that by use of the removable equipment a truck need never be laid up because of tire trouble.

A smaller folder telling in condensed form the story of the larger, also has been published by the Firestone company.



If you deal in values—you'll appreciate the Ford. Its simplicity—its economy—and its dependability give it a value that cannot be measured by its price. The Ford is the one car that has "made good" in world-wide service.

Five hundred dollars is the price of the Ford runabout; the touring car is five fifty; the town car seven fifty—f. o. b. Detroit, complete with equipment. Get catalog and particulars from Kaehler Motor Co., Broad and Ryland.